



AORN

**GLOBAL SURGICAL
CONFERENCE & EXPO**

APRIL 6 - 10, 2019 | NASHVILLE, TN

Exhibitor Opportunities

#AORN2019

HARMONIZED CARE

— THE KEY TO SAFETY —

Connect and network with more than 5,000 prospective clients and affiliate companies at the most highly anticipated event for the perioperative suite!

This is the premier setting for companies to engage with periop nurse and nurse leaders on the latest technology and trends in the OR.

OUR ATTENDEES ARE DECISION MAKERS

7 out of **10** conference attendees report having influence over buying decisions in their facilities.

Approximately **2,000** attendees have direct **veto authority** and are members of a **purchasing / evaluation committee**.

99% of Attendees Visited the Exhibit Hall

70% of Attendees Spent 6+ Hours in the Exhibit Hall

ATTENDANCE SUMMARY

Total Attendees:
5,692

33% Nurse Managers

34% Staff RN

9% Educator

25% Other HCPs

Executive Leadership Summit Attendees – **595**

International Attendees – **312**

Number of Countries Represented – **44**



EXHIBITOR SUMMARY

468

Exhibiting
Companies

3,626

Exhibitor
Representatives

82%

of Exhibitors
Secured Leads for
NEW Business

90,000+

Leads Captured
at AORN Expo 2018

90%

of Exhibitors Plan
to Return in 2019

New In 2019

AORN Reverse Trade Show

AORN is excited to introduce an amazing new sales experience like no other. Meet one-on-one with decision makers from the top 20% surgical volume facilities in the U.S.

Each meeting provides the opportunity to establish a connection with OR leaders, highlight solutions, determine interest level, and outline next steps. In this three hour event, participating exhibitors will be scheduled to meet with 25 leaders hand-selected for each company. All this is done in one morning, without the long prospecting process it takes to get a face-to-face meeting. Contact us at industry@aorn.org for all the details.

This program includes great additional exposure including – product preview booklet mailed with AORN Journal to managers & above, featured in an Expo product web-page and a take-away contact list of participating executives. Deadlines for these benefits begin 1/25.

First block of meetings - \$3,300 | Additional blocks - \$1,500 each

Contact the AORN Industry Team for all the details. Industry@aorn.org or call us at 720-755-6300 ext 280



Corporate Support

Gain market visibility, build brand equity and generate sales leads by partnering with AORN on marketing and corporate support opportunities at the Global Surgical Conference & Expo 2019.

Choose from our list of impactful partnership offerings or speak with a strategic account manager about creating a custom package that meets your business objectives.

Support Attendee Education

General Session | \$20,000

Opportunity to address full conference attendees - up to 5,000 in attendance. Company will receive recognition on session signage and in the conference program.

Safe Surgery Together Learning Lab | \$16,000, 4 spots available

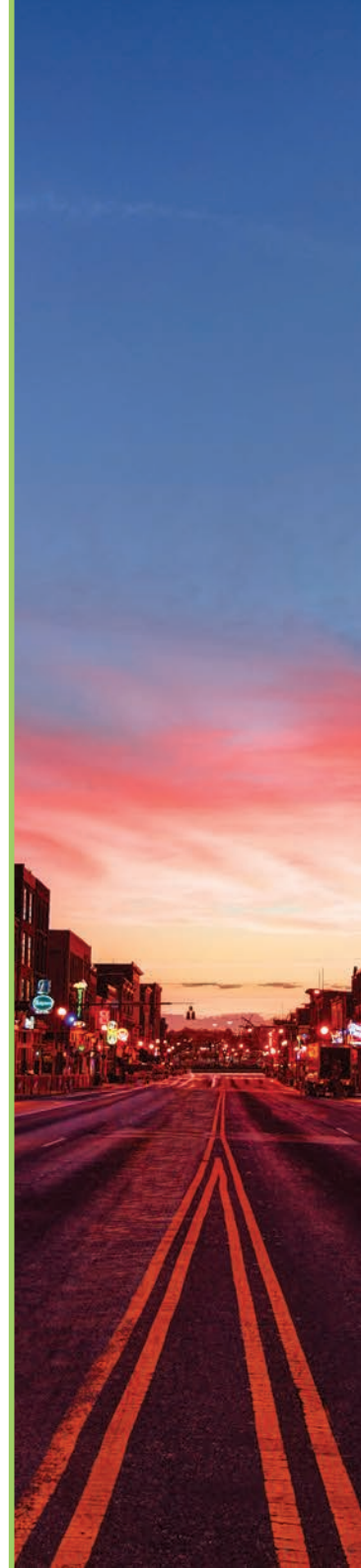
Exhibitors participate in an AORN exhibit floor program offering attendees a hands-on learning experience. Participating exhibitors will demonstrate their solution in scheduled hands-on lab sessions. Attendees receive a Pfiedler CE workbook. Benefits include on-site recognition, AORN promotion of the learning lab and additional CE workbooks for distribution after the conference.

In-Booth Education

Exhibitors providing continuing education increase the attendee draw to their booths translating into 97% more leads than exhibitors that do not offer in-booth education. Pfiedler Enterprises (a wholly owned subsidiary of AORN) will work with you to develop and implement continuing nursing and medical education in your booth. Exhibitors may offer either an independent study guide or a presentation with a supportive study guide from the booth. [GO to page 13](#) for more information.

Professional Development Grants

Highlight your company's support of the perioperative nurse and the critical role they play in patient and workplace safety by funding Professional Development Grants through the AORN Foundation. Your partnership will allow additional nurses to attend AORN's Expo while demonstrating corporate responsibility, and realizing the associated return on investment for your philanthropic actions.



Product Display/Demonstrations

Public Space

AORN will work with exhibitors to locate a high traffic public space to display product, conduct demonstrations, or support “out of the box” ideas. This option can be completely customized. Contact us at industry@aorn.org to schedule a call to discuss this option. Pricing starts at \$10,000.

Networking

Foundation Evening Party | *Varies*

Multiple Support Levels Available

Join conference attendees for a night of fun and dancing. This event provides an opportunity to support perioperative nurses while networking with customers and business associates. Corporate supporters will be featured prominently at the event, receive complimentary tickets and reserved space. Your company will be recognized in a variety of high-exposure publications including the exhibit guide, AORN Journal, and Conference News.

Exposure

Surgical Conference Attendee Bag | \$36,500

Place your company logo on the bag given to main conference attendees. This is the most visible piece at the conference and has continued use when nurses return to their facilities. Includes bag insert.

SOLD

Lanyard | \$25,000

Place your company logo on the conference lanyard worn by attendees the entire conference.

SOLD

Mobile App | \$15,000

Company will receive logo recognition on mobile app homepage and in the conference program. Company specific message can be sent to all app users.

Hand Sanitizers | \$15,000

Place an advertisement and logo on hand sanitizer stations placed throughout the conference. Logo will be placed on front of station with advertisement on the back.

Career Center | \$7,900

Promote your organization as a preferred employer and meet potential nurse hires face-to-face. Receive leads post show (names & emails) of all attendees visiting the Career Center kiosk. The Career Center will be located in the public area (Membership Hub) increasing your exposure. You will also be promoted on an insert in the attendee registration bag!

Contact Susan Becia, , 800-755-2676, x 434 or sbecia@aorn.org



Exposure *(continued)*

CE Evaluation Center | \$5,000

Great opportunity to get in front of the nurses while they are entering their continuing education hours from the conference. Company logo on the log-in page and recognition in conference program.

AORN Store | \$20,000

Company literature placed in shopping bags at bookstore. Additional recognition includes signage, store hours and conference program. Includes a branded charging station in the area. Product display and demo area for your company.

AORN Foundation 2500 Club | \$2,500

Bring brand awareness to your company while highlighting your commitment to the interests of perioperative nurses. Members of the 2500 Club are recognized for their philanthropic partnership throughout the conference as well as in publications. Proceeds support the AORN Foundation's mission of "supporting nurses who make surgery safe".

Leadership Summit

This exclusive program is incorporated into the annual AORN Global Surgical Conference & Expo is designed to meet the educational needs of nurse leadership and executives. This is a unique opportunity for partners to gain exposure to this exclusive group of Expo attendees.

Summit Symposium | \$55,000

Company has time to present to summit attendees during plated lunch. Additional benefits include company literature distribution, recognition on signage, slides during event and in the conference program.

Summit Attendee Bag & Padfolio | \$26,000

Place your company logo on the bag and padfolio given to all Summit attendees (500 - 600 attendees). Company literature included in bags.

Summit Education Session | \$5,500

Align your company with the hot topic leadership issues of the day. Company will receive recognition during program, company recognition on walk-in slides and signage and recognition in conference program.



Sponsorship Levels

Select the sponsorship opportunities that meet your needs and if you spend up to the values below you will also be recognized as a leveled sponsor. Leveled sponsors receive a number of additional recognition benefits:

- Public space recognition signage
- Social Media Recognition Facebook – over 40,000 followers Twitter – over 9,000 followers
- Upgraded exhibit booth listing including logo
- Recognition in conference publications – 5,000+ conference programs, 7,000+ hall highlights
- In-booth sponsorship recognition signage
- Sponsor level recognition ribbons
- Online recognition on AORN.org (70,000 visitors) and Mobile App (7,000 users)
- Recognition advertisement in AORN Journal 40,000 + distributed

PLATINUM | \$125,000+

- Five complimentary attendee registrations
- Dinner with AORN Board of Directors and AORN Executive Team
- Early selection of education sessions
- Priority selection of Executive Leadership Summit sponsorship opportunities
- Attendee bag insert –over 5,000 pieces
- Pre and post attendees email lists
- Premium exhibitor listing with logo
- 15 Priority Points

GOLD SPONSOR | \$75,000

- Three complimentary attendee registrations
- Early selection of education sessions
- Attendee bag insert
- Priority selection of Executive Leadership Summit sponsorship opportunities
- Gold recognition in conference publications and onsite
- 11 Priority Points

Silver Level | \$50,000

- Two complimentary attendee registrations
- Silver recognition in conference publications and onsite
- 9 Priority Points

Bronze Level | \$35,000

- One complimentary attendee registrations
- Bronze recognition in conference publications and onsite
- 7 Priority points



Advertising

To reserve any of the options below, [click here to access the order form](#) OR contact Cathleen Corbin at 303-550-4480 or ccorbin@aorn.org

Digital and Print Publications

Conference Program

The Conference Program is distributed to ALL Expo 2019 attendees in the official attendee bag and includes the full conference schedule, exhibit guide, conference maps, and much more. The Program is sized so that attendees can carry it with them and use it throughout the conference.

All prices are NET and include full color.

Back Cover **(SOLD)** - \$12,600
Inside Cover - \$10,500
Two Panel Fold-Out - \$12,000
Page 3 - \$6,500 | Tabs - \$6,500
Full Page - \$4,500 | Half Page - \$2,750

Deadlines:
Space reserved 2/11, Materials due 2/20

Get additional exposure in Conference Daily News! Take 50% off with purchase of Conference Program ad

Leadership Summit Program

Get your message in front of OR leaders & decision makers! The program contains the daily schedule and will be distributed in each Summit attendee's bag as an attachment to the main conference program.

All prices are NET and include full color.

Back Cover - \$2,500
Inside Front Cover - \$2,000
Inside Back Cover - \$1,750
Full Page - \$1,100

Deadlines:
Space reserved 2/11, Materials due 2/20

New in 2019

There will be a belly band attaching the Summit Program to the main Conference Program. Place your company message on the belly band for all Summit attendees to see as they view the schedule. Deadline - Space reserved 2/11, Materials due 2/15 \$4,000

Conference Daily News- Exhibit Hall Focused Print Edition

AORN is bringing back the printed Daily News that will be distributed each morning, Sunday-Tuesday at key locations. Daily News will contain information about what's happening in the Exhibit Hall.

Advertising Options: Includes all 3 days!

Front Page Ad- \$7500

Back Cover- \$8500

Inside Covers- \$6500

Full Page Spread- \$9000

Full Page- \$4000

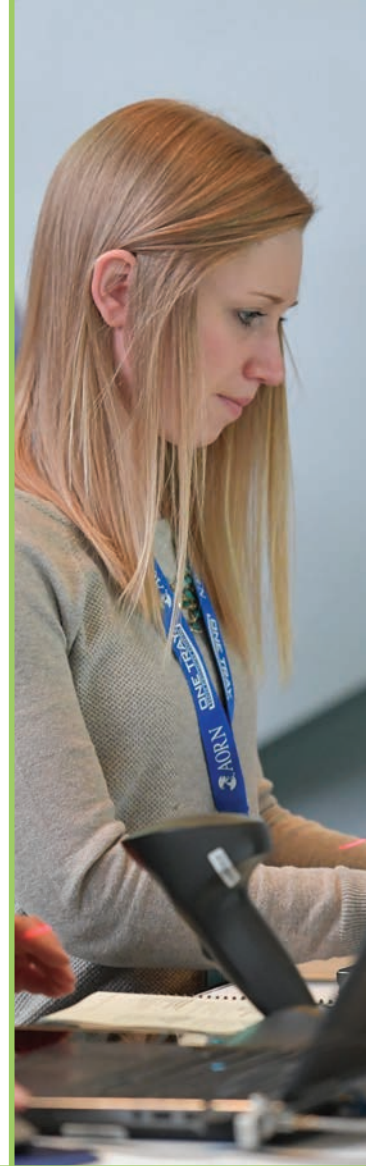
Half Page (vertical or horizontal)- \$2650

Product & Services Directory- \$750

NOTE: Print ad runs in ALL 3 issues- Sunday, Monday & Tuesday.

Take 50% off Conference Daily News ads with Program ad purchase!

Deadlines: Space reserved 2/14, Materials due 2/21



Advertising (continued)

To reserve any of the options below, [click here to access the order form](#) OR contact Cathleen Corbin at 303-550-4480 or ccorbin@aorn.org

Attendee Bag Insert | \$3,800

Include a flyer or brochure in the highly anticipated attendee bag all attendees receive upon arrival at the conference. This is a great way to invite attendees to the booth or showcase a product or recruitment opportunities.

Delivered by 4/4 - quantity of 5,700

Attendee BADGE Insert | \$3,500

Only 3 available!

Attendees receive their Conference badge in the mail in March prior to the conference. This insert is part of that package. Insert is provided by exhibitor and can be a flyer, brochure, etc. that measure 8.5" x 11" or less.

Deadline - delivered by 2/25 - 5,000 needed

AORN Conference Home Page & AORN.org Banners | \$6,000

Reach attendees as they are making plans to attend the 2018 Conference!

Only 3 spaces available.

Banner can begin running Jan 1 – April 6 on the Conference Home Page & Conference Info pages. **Over 3 months of exposure!**

Additional banner options available on AORN.org. Inquire for details.

Expo Daily News - Digital Full Conference Edition

Top Banner - \$4,500 (Exclusive Opportunity)

In-Text Banner (3 available) - \$3,500

Featured Exhibitor - \$1,000 per day

- includes image, headline and teaser contact with link to external site

The Conference Daily News link will be emailed each morning to an estimated 45,000 attendees and AORN members. The email will include a link to the full "News" along with company logo and booth number. The full News page includes banner ads along with a recap of the day's events, highlights and Expo features.

Banners run in all 4 Daily News issues. [Click to view issue from 2018](#)

Conference Mobile App Banner

AORN has a new app for 2019! This will be THE resource for attendees to reference schedules, exhibitor info, network with other attendees, view session documents, and more.

Options include:

Rotating Banner - \$5,000 - only 7 available

Full Screen Splash Page - \$7,500 - only 4 available

Both options include 1 push notification to attendees.

Limited availability- reserve ASAP!

Material deadline- 3/20

Multiple banner options available. Reach out to industry@aorn.org for details.



Advertising (continued)

To reserve any of the options below, [click here to access the order form](#) OR contact Cathleen Corbin at 303-550-4480 or ccorbin@aorn.org

Pre/Post Email Blast

Pre-Conference Attendee Email Blast - \$5,250

Pre AND Post Conference Attendee Email Blasts - \$7,000

This is a great way to invite attendees to the booth, gather RSVP's for an event or to participate in CE.

To reserve-

- Select a date to send the email. Dates can be any time prior to Expo and can be sent up to April 5.
- Exhibitor provides all the creative/subject line. Creative is due 2 weeks prior to the send date.
- AORN formats the email, proofs for approval and sends on the exhibitor's behalf.
- New for 2019 - exhibitor will receive list of email recipients - list includes name, title, state & company.

Open/click metrics provided as well as a list of attendees who were sent the email.

NOTE: Our privacy policy prevents us from providing the email address and phone number.

Pre/Post-Attendee Direct Mail List

Pre-Conference Attendee List - \$1,575 | Pre AND Post Conference List - \$2,275

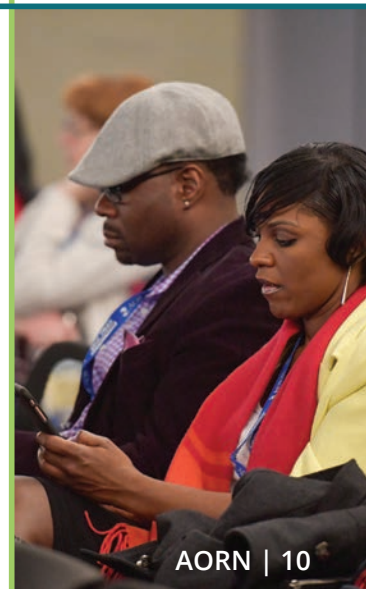
Invite conference attendees to visit the booth by sending a postcard, brochure, or other materials before and after the event. The list will be available at the end of February and is updated with new registrants each week.

To Reserve-

- Select the date you would like to receive the mailing list (2/25, 3/4, 3/11, 3/18, 3/25 or post conference)
- Send a sample of the piece you will be mailing to AORN for approval prior to requested date.
- AORN will email the list in an Excel format containing name, address, job title, credentials, and organization. **NOTE- our privacy policy prevents us from providing email and phone number.**

Important Notice

AORN is the ONLY source for the AORN Global Surgical Conference & Expo 2019 attendee list and email blast. ALL OTHER OFFERS ARE FRAUDULENT. AORN is aware that our exhibitors receive many offers for lists, contact info, etc. and issues these companies cease and desist letters in an effort to stop them. If there is a question of authenticity of an offer, please contact industry@aorn.org to verify.



On-Site Advertising Options

To reserve any of the options below, [click here to access the order form](#) OR contact Cathleen Corbin at 303-550-4480 or ccorbin@aorn.org

There are many high exposure on-site items at Music City Center. Items and pricing below are flexible based on sizing, placement, add-on options, etc. Please inquire for specific details, photos, floor plans to determine best placement, recommendations and quote.

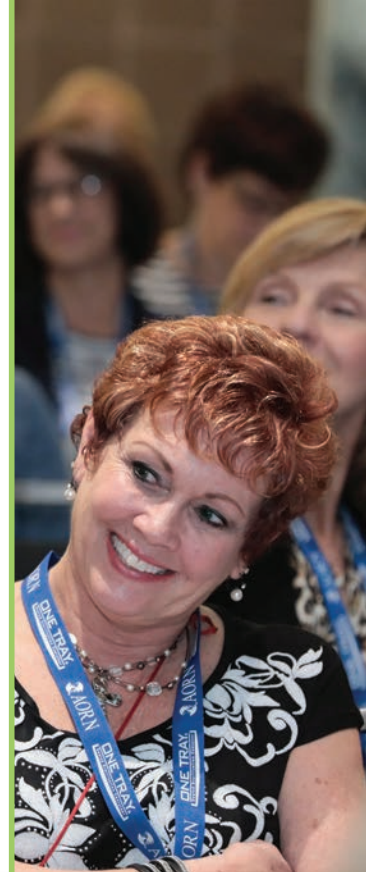
Digital Signage Packages

Music City Center has some highly visible digital signs located throughout the Center! All options can display static or video advertisements. All digital ad runs run all day, every day, the duration of the Conference!

Packages to include:

- **Exhibit Hall Dormer Signs | \$7,500**
Located outside each entrance of the exhibit hall.
 - » These are the largest screens in the building and can be seen from the 3rd & 4th floors as well as from outside the building.
 - » Includes 15 second "spot" that will run approx 15-20 times per hour the duration of the conference.
- **Exhibit Hall Corner Wrap Screens | \$7,000**
 - » Visible from both directions of the concourse and from outside the building.
 - » Includes 15 second "spot" that will run approx 15-20 times per hour the duration of the conference.
- **Wayfinding signage | \$6,000**
 - » Attendees will use these signs to navigate through the Center.
 - » Each side contains 2 screens with 1 dedicated to showing exhibitor messaging.
 - » Includes 12 second "spot" that will run approx 15-20 times per hour the duration of the conference.
- **65" LCD Screens | \$4,000**
 - » There are 36 placed throughout the center that are perfect for "billboard" type ads or video content.
 - » Includes 12 second "spot" that will run approx 15-20 times per hour the duration of the conference.

Inquire for details on packaging and creative options, photos and map of all signage locations.



On-Site Advertising Options *(continued)*

To reserve any of the options below, [click here to access the order form](#) OR contact Cathleen Corbin at 303-550-4480 or ccorbin@aorn.org

Deadline for options below is 2/26. Additional charge may apply to creative received past deadline.

Floor Stickers

Package of 4 Stickers:

2' x 2' - \$1,500 | 2' x 3' - \$2,250 | 2' x 4' - \$3,000

Create a path to your booth, enhance the space around your booth or use for creative branding to attract attendees. Floor stickers can go anywhere on the exhibit hall floor and outside the hall with approval. Space is first come, first served.

Additional sizes and quantities available, inquire for details.

Charging Stations/Charging Lounge

Pricing from \$5000

Get your messaging in front of attendees as the "re-charge" their device and take a break. Options include charging kiosks with signage and customizable lounge style spaces that may include signage, video opportunities, floor stickers, etc. Locations are in high traffic areas that are sure to be seen and used. Inquire for details on placement and customized options.

Column Wraps

Pricing from \$5,000 per column

There are many columns within the Music City Center that can provide optimum exposure. Creative can be placed on a number of columns and/or strategically placed in high traffic areas or to enhance another item like a charging station/lounge.

Escalator Panel Clings and Runner Clings

Pricing from \$5,000

Reach attendees with your message as they navigate the Center by securing one or more of these escalator options in key locations. Escalator panels are typically 6' 6" x 2' with multiple panels available on each bank of escalators. Creative could be a long consecutive message, a pattern displaying various products, etc.

There are typically 2 runners within each bank of escalators. Only one company allowed per bank. Pricing is flexible based on the number of panel and runner clings. Inquire for locations and quote.

Stair Graphics

There are a series of stairways at the Demonbreun Street entrance that can incorporate graphics. This would be a unique way to target attendees as they enter each day. Pricing is flexible depending the quantity of stairs and size of graphic. Inquire to see photos, floorplan and receive a custom quote.



On-Site Advertising Options *(continued)*

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Deadline for options below is 2/26. Additional charge may apply to creative received past deadline.

Door and Window Clings

Music City Center is light and bright with many windows available for clings. Clings can be placed in groups to create an impact in high traffic locations.

Pricing is flexible based on the size and number of clings. Inquire for location recommendations and price quote.

Hanging Banners

Banners are available in many locations throughout the Center. Pricing is per square foot and can be placed in high traffic areas and key locations. Inquire for details on locations and sizing recommendation based on budget and targeting goals.

Hotel Key Cards

(Exclusive Opportunity)

Make a great impression with attendees upon check in and every time they access their hotel room. Exhibitor creative will be featured on the front of each key card. Cost for all hotels is \$20,000 which includes all production and distribution costs. Inquire for details and possible options targeting specific hotels.

Hotel Door Hangers & Room Drop Options

Stand out from the crowd and greet attendees as they enter their hotel room with your companies messaging. Pricing varies by hotel, item and quantity. Please contact industry@aorn.org for details.

Expo Quest Booth Traffic Program | \$950

NEW for 2019- This new program is designed to drive booth traffic and engage attendees. Here's how it works: Participating companies will provide a question with multiple choice answers. Attendees will be instructed to visit participating booths and scan a QR code (provided by AORN to display in the booth). Once scanned, your Q&A will appear. Attendees are awarded points for answering correctly and AORN will provide prizes to point leaders. This is a great way to educate attendees about products, services and start conversations. Participating companies will also be promoted in the Conference Daily News printed edition.

Deadline to be included in Conference Daily News- 2/28
Deadline to participate AND submit Q & A and logo- 3/15



In-Booth Advertising Options

Pfiedler Education

Increase your visibility at the 2019 AORN Global Surgical Conference & Expo by taking advantage of Pfiedler's educational opportunities.

Nurses learn from what you have to say!

In-booth education is a popular offering for attendees and exhibitors. Exhibitors who offer in-booth continuing education (CEs) can generate 97% more leads than exhibitors who do not. Exhibitors work with Pfiedler's team of experts to develop education congruent with best practices through study guides and theater presentations.

Pfiedler can help you develop a theater presentation or stand-alone study guide, (CE) activities, based on topics that fit with your specific initiatives and educational needs. Study Guides are an excellent fit for exhibitors with smaller size booths and popular among nurses attending the AORN Global Surgical Conference & Expo. Study Guides are simply handed to the attendees from your booth.

The benefits that you will receive are an accredited, professional, evidence-based educational offering that will encourage attendees to visit your booth.

AORN selected Pfiedler Education as the annual exclusive education provider at the AORN Global Surgical Conference & Expo. Any exhibitor wishing to provide CE to attendees must utilize the exclusive provider to develop and distribute that education. Exhibitors are featured in the Pfiedler Exhibitors' Flyer provided to attendees at registration in their AORN attendee bag, in the AORN Journal, and listed on signage throughout the Conference.

Pfiedler Education is approved by the California Board of Registered Nursing and The International Association of Healthcare Central Service Materiel Management (IAHCSMM), to provide contact hours. Certificates will be sent to participants following the event.

A team will be assigned to work on your project. Members will include a perioperative nurse content specialist, copy editors, reviewers, and a Pfiedler program manager, as well as a project associate. Graphic artists will work on the cover, content layout, and illustrations.

Learn more about how Pfiedler can help meet your educational needs please email or call: tavitable@pfiedler.com or (720) 748-6144 Ext. 211

**Terry Avitable MSN,RN,CNOR
Director of Sales & Marketing**



AORN Focus Groups

AORN offers exhibitors an exclusive opportunity for direct access to perioperative professionals during AORN Global Surgical Conference & Expo. This is a chance for industry to gather first hand feedback on medical devices, products, and services from the nurses who use them every day. Focus groups include:

- AORN nurse staff time to assist in defining the most effective screening criteria
- Customized recruiting by AORN from over 5,000 national and international attendees
- 90 minute focus group session with 8-10 nurses meeting your specific criteria
- Private focus group meeting room configured to your specifications
- Registration and meeting management on the day of your session
- Light food and beverage for your attendees*
- Coordination and distribution of participant honorarium

**Additional food and beverage, audio/visual equipment, and other services can be provided for an additional fee and billed directly to your company. Limited availability, act fast. For more information contact us at Industry@AORN.org.*

AORN Sponsorship & Advertising Contacts

Contact the AORN Industry Team for all the details.
Industry@aorn.org or call us at 720-755-6300 ext 280

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